

JASON CYRUS
UNLOCKING
BUSINESS
BRILLIANCE

The Science of Focus, Motivation & Subconscious Performance

Most professionals don't struggle with motivation.

They struggle with maintaining it.

We've all felt it - inspired after an event... and back to routine 48 hours later.

High performers don't rely on hype. They rely on systems. Systems that influence the subconscious patterns driving their behavior every single day.

In this high-energy, interactive keynote, Motivational Hypnotist Jason Cyrus reveals how focus, repetition, and visualization shape performance - and how anyone can use these tools to increase clarity, confidence, and consistency.

And then he demonstrates it live.

Through a powerful audience experience rooted in focus and imagination, volunteers witness firsthand how attention influences strength, emotion, and action in real time.

Because hypnosis - at its core - is simply focus and imagination.

When properly directed, those two abilities become powerful tools for performance, emotional control, and execution under pressure.

This keynote blends storytelling, humor, practical strategies, and a live demonstration that shows how quickly the mind responds when properly trained.

Audiences don't just hear the message.

They experience it.

What Your Audience Will Learn

The 48-Hour Motivation Rule

Why most people lose momentum within 48 hours - and how top performers reset their drive daily.

Takeaway:

A simple 2-minute daily reset strategy that improves clarity, productivity, and follow-through.

The Goal Encoding Method

Why writing or hearing your goals repeatedly sharpens focus and increases execution.

Your brain tracks what it sees often.

Takeaway:

How to create a 5-minute personal goal reinforcement system using writing or audio to condition consistency.

Visualization for Performance

Visualization isn't wishful thinking. It's mental rehearsal.

Top performers see it before they do it.

When you change the image in your mind, you change your behavior.

Takeaway:

A 15-minute visualization framework that can be used before sales calls, presentations, negotiations, or leadership conversations.

Focus: Follow One Course Until Successful

Attention is the most valuable currency in business.

Where focus goes, energy flows.

Fragmented focus creates average results. Directed focus accelerates performance.

Through live demonstrations, Jason shows how concentration directly impacts strength, emotion, and results.

Takeaway:

How to redirect your “mental laser” toward measurable outcomes instead of distractions.

The Conscious vs. Subconscious Battle

Ever set a goal... and then sabotage it?

Willpower alone isn't enough.

If your identity doesn't match your goal, your behavior won't either.

Takeaway:

How to reduce internal resistance and align belief with action.

Learning Objectives

By the end of this session, participants will be able to:

- Understand why motivation fades and how to renew it
- Implement a daily goal reinforcement strategy
- Use visualization as a performance tool
- Recognize when focus is hurting performance instead of helping
- Apply emotional control before high-stakes moments
- Increase consistency and follow-through

Who This Is For

Sales teams that need consistency.

Leaders who want sharper focus and stronger execution.

Entrepreneurs operating under pressure.

Organizations looking for sustainable performance habits.

Teams ready to think bigger and act stronger.

Format

This keynote blends high-impact live demonstrations, humor and audience interaction, practical mindset tools, real-world application, and immediate takeaways.

It's engaging.

It's memorable.

And it sticks long after the event ends.

This isn't just a keynote.

It's an experience.